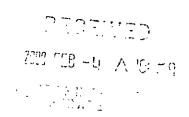
Ladbrokesplc

BUYBACK OF ITS OWN SHARES



LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 24 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 279.4956 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 25,030,386 TREASURY SHARES IN TREASURY AND HAS 606,408,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

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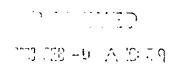
BUYBACK OF ITS OWN SHARES FOR FLORE A 10 FT

LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 25 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 280.8865 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 25,330,386 TREASURY SHARES IN TREASURY AND HAS 606,113,074 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

.Ladbrokes^{PLC}

BUYBACK OF ITS OWN SHARES



2008, IT PURCHASED FROM UBS: LIMITED: 300,000 SHARES AT AN AVERAGE PRICE OF 266.7471 PENCE PER SHARE: 2008, 15 PENCE PER SHARE: 2008, 15 PENCE PER SHARE: 2008, 2009, 20

THE PURCHASED SHARES WILL BE THE COMPANY HOLDS 24,430,386 FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 24,430,386 TREASURY SHARES, IN TREASURY AND HAS 607,008,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES) FURTHER FOR THE PROBLEM OF THE SHARES

== @Ladbrokes PLC

BUYBACK OF ITS OWN SHARES

STADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 23 JANUARY 2008, IT PURCHASED FROM UBSTEMITED 300,000 SHARES AT AN AVERAGE PRICE OF 268,8074 PENCE PER SHARE 34.50 June 14.00 June 14.00 June 15.00 June 16.00 June 16.

ESTHE-PURCHASEDT SHARES: WILL BE HELD AS: TREASURY SHARES. 88FOELOWING THE MABOVE PURCHASE OTHE COMPANY HOLDS 24,730,386 FETREASURY SHARES IN TREASURY AND HAS 606,708,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES)

BUYBACK

14-1. NOTH TOATION OF MAJOR INTERESTS IN STIARL

J = 0 = 111 = J

| 1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: | Ladbrókes plc | <u>-</u> | |
|--|--|----------|--|
| 2. Reason for the notification (please tick the appro | priate box or boxes) | | |
| An acquisition or disposal of voting rights | | х | |
| An acquisition or disposal of financial instruments which may result in the acquisition of shares already issued to which voting rights are attached | | | |
| An event changing the breakdown of voting rights | | | |
| Other (please specify): | | | |
| 3. Full name of person(s) subject to the notification obligation: | AXA S.A, 25 Avenue Matigon, 75008 Paris and its group of companies | | |
| 4. Full name of shareholder(s) (if different from 3.): | | | |
| 5. Date of the transaction (and date on which the threshold is crossed or reached if different): | 22/1/2008 | | |
| 6. Date on which issuer notified: | 23/1/2008 | | |
| 7. Threshold(s) that is/are crossed or reached: | 10% | | |
| 8. Notified details: | | | |

| A: Voting rights attached to shares | | | | | | | |
|--|--|-------------------------------|--|-------------------------|------------|--------------------|----------|
| Class/type of shares if possible using | Situation to the Trig transactio | gering | Resulting situation after the triggering transaction | | | | |
| the ISIN CODE | Number of Shares | Number of Voting Rights | Number of shares | Number of voting rights | | % of voting rights | |
| | | | Direct | Direct | Indirect | Direct | Indirect |
| BOZSH63 | 65,629,583 | 65,629,583 | 8,258,240 | 8,258,240 | 49,862,602 | 1.36 | 8.21 |

| instrument | date | Period/ Date | rights that may be acquired if the instrument is exercised/ converted. | rights |
|------------|------|--------------|--|--------|
| | | | | |

| Total (A+B) | |
|-------------------------|--------------------|
| Number of voting rights | % of voting rights |
| 58,120,842 | 9.57% |

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

| Name of the Company / Fund | Number of Shares | % of issued share capital |
|---|-----------------------|---------------------------|
| AXA Sun Life plc (fmly Axa Equity & Law Life Assurance Soc Direct | 519,714 ciety plc) | 0.08562 |
| AXA General Insurance Ltd | 21,000 | 0.00346 |
| Direct | | |
| Sun Life Unit Assurance Ltd A/c X | 35,294 | 0.00581 |
| Direct | | |
| Sun Life Unit Assurance Ltd A/c X | 531,176 | 0.08751 |
| Direct | | |
| Sun Life Unit Assurance Ltd A/c X | 1,245,882 | 0.20525 |
| Direct | | |
| AXA UK Investment Co ICVC Distribution Fund | 60,000 | 0.00988 |
| Indirect | | |
| AXA UK Investment Co ICVC Extra Income Fund Indirect | 20,000 | 0.00329 |
| AXA UK Investment Co ICVC UK Equity Income Fund Indirect | 350,000 | 0.05766 |
| PPP Healthcare Group plc | 23,284 | 0.00384 |
| Direct | | |
| Sun Life Pensions Management Ltd | 75,000 | 0.01236 |
| Direct | | |
| Sun Life Pensions Management Ltd A/c | 705,882 | 0.11629 |
| Direct | | |
| Sun Life Assurance Society Plc | 275,245 | 0.04534 |
| Direct | | |

| AXA Financial, Inc | 675,093 | 0.11122 |
|--|------------|---------|
| Indirect | | |
| Sun Life International (IOM) Ltd | 296,470 | 0.04884 |
| Direct | | |
| AXA France | 11,631 | 0.00192 |
| Indirect | | |
| AXA Financial, Inc* | 48,745,878 | 8.03051 |
| Indirect | | |
| Sun Life Pensions Management Ltd | 75,142 | 0.01238 |
| Direct | | |
| Sun Life Pensions Management Ltd | 2,438 | 0.00040 |
| Direct | | |
| Sun Life Unit Assurance Ltd LTAV UK Equity | 150,000 | 0.02471 |
| | | |
| Direct Sun Life Unit Assurance Ltd | 42,102 | 0.00694 |
| ABL High Alpha | 42, IOZ | 0.00004 |
| Direct | | |
| Sun Life Unit Assurance Ltd | 107,101 | 0.01764 |
| FTSE All Share Tracker | | |
| Direct Sup Life Passions Management | 544 047 | 0.00000 |
| Sun Life Pensions Management LTAV UK Equity | 544,247 | 0.08966 |
| Direct | | |
| Sun Life Pensions Management | 213,605 | 0.03519 |
| ABL High Alpha | | |
| Direct | | |
| Sun Life Pensions Management FTSE All Share Tracker | 546,947 | 0.09011 |
| • | | |
| Direct AXA Winterthur | 2,119,156 | 0.34911 |
| Direct | | |
| AXA Sun Life With Profit Passive | 431,380 | 0.07107 |
| Direct | | |
| AXA Sun Life With Profit Passive | 221,631 | 0.03651 |
| Direct | | |
| Total | 8,258,240 | 1.36048 |
| Total Indirect | 49,862,602 | 8.21448 |
| TOTAL | 58,120,842 | 9.57496 |

| Proxy Voting: | |
|--|-----|
| 10. Name of the proxy holder: | N/A |
| 11. Number of voting rights proxy holder will cease to hold: | N/A |
| 12. Date on which proxy holder will cease to hold voting rights: | N/A |

| 13. Additional information: | | | |
|-----------------------------|--|--|--|
| | | | |

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BUYBACK OF ITS OWN SHARES TO TED -4 A 10 73

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LADBROKES PLC ("THE COMPANY") ANNOUNCES THAT TODAY, 21 JANUARY 2008, IT PURCHASED FROM UBS LIMITED 300,000 SHARES AT AN AVERAGE PRICE OF 265.8059 PENCE PER SHARE.

THE PURCHASED SHARES WILL BE HELD AS TREASURY SHARES. FOLLOWING THE ABOVE PURCHASE, THE COMPANY HOLDS 24,130,386 TREASURY SHARES IN TREASURY AND HAS 607,308,872 ORDINARY SHARES IN ISSUE (EXCLUDING TREASURY SHARES).

